

## ORDER



KLAS

Mike Jones

K-WAS

National

Orders	Order / Rev:	37667
	Alt Order #:	08887273
	Product Desc:	ISSUE
	Estimate:	2155
	Flight Dates:	10/28/12 - 11/05/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	<u>Waterfront Strategies</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1010 Wisconsin Avenue</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Senate Majority PAC
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	26	\$54,500.00	\$46,325.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$54,500.00	\$46,325.00	0.00
Totals	26	\$54,500.00	\$46,325.00	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

### Order Share

**KLAS** 30% \$54,500.00  
**Market** 100% \$181,666.67

Market 100% \$181,666.67

### Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$45,416.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$9,083.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINK/WN	0%	\$0.00

Order / Rev: 37667  
Alt Order #: 08887273  
Flight Dates: 10/28/12 - 11/05/12

Advertiser: Senate Majority PAC  
Product Desc: ISSUE  
Estimate: 2155

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>EARLY SHOW</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 11/05/12	11/11/12	M-----	1	\$1,000.00	0.00												
E 3 8 11/03/12 11/03/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$1,200.00	LV1	0.00	NM						1	\$1,200.00
<b>SAT EARLY</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	-----S-	1	\$1,200.00	0.00												
E 4 8 10/29/12 11/02/12	Live w/Kelly	CM	9-10a	MTWTF--	:30	5	\$2,000.00	LV1	0.00	NM						5	\$10,000.00
<b>KELLY</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	MTWTF--	5	\$2,000.00	0.00												
E 5 8 11/05/12 11/05/12	Live w/Kelly	CM	9-10a	M-----	:30	1	\$2,000.00	LV1	0.00	NM						1	\$2,000.00
<b>KELLY</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 11/05/12	11/11/12	M-----	1	\$2,000.00	0.00												
E 6 8 10/29/12 11/02/12	8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	3	\$2,000.00	LV1	0.00	NM						3	\$6,000.00
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	MTWTF--	3	\$2,000.00	0.00												
E 7 8 10/29/12 11/02/12	Ellen	CM	3-4p	MTWTF--	:30	3	\$2,500.00	LV1	0.00	NM						3	\$7,500.00
<b>ELLEN</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	MTWTF--	3	\$2,500.00	0.00												
E 8 8 11/05/12 11/05/12	Ellen	CM	3-4p	M-----	:30	1	\$2,500.00	LV1	0.00	NM						1	\$2,500.00
<b>ELLEN</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 11/05/12	11/11/12	M-----	1	\$2,500.00	0.00												
E 9 8 10/29/12 11/02/12	8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	2	\$2,500.00	LV1	0.00	NM						2	\$5,000.00
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	MTWTF--	2	\$2,500.00	0.00												
E 10 8 10/29/12 11/02/12	8 News Now 5-630p M-FCM	CM	5-630p	MTWTF--	:30	3	\$3,000.00	LV1	0.00	NM						3	\$9,000.00
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	MTWTF--	3	\$3,000.00	0.00												
E 11 8 11/05/12 11/05/12	8 News Now 5-630p M-FCM	5-630p	M-----	:30	1	\$3,000.00	LV1	0.00	NM							1	\$3,000.00
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 11/05/12	11/11/12	M-----	1	\$3,000.00	0.00												
E 12 8 11/04/12 11/04/12	8 News Now Sun 5-7p	CM	430-530p, 630-7p	-----S	:30	1	\$3,000.00	LV1	0.00	NM						1	\$3,000.00
<b>NEWS</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	-----S-	1	\$3,000.00	0.00												
E 13 8 11/03/12 11/03/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	1	\$1,300.00	LV1	0.00	NM						1	\$1,300.00
<b>ET WEEKEND</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/29/12	11/04/12	-----S-	1	\$1,300.00	0.00												

Totals 26 \$54,500.00